



Welcome to Smart Ideas 2022



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Aims of today

- **DEEP THINKING TIME** - entirely on the business aspects of aesthetics
- Network with colleagues/exhibitors and speakers
- **SMART Ideas** that you can implement in your own business on Monday

Unlimited Free access to Consulting Room members

- Business Hub – recordings from SMART Ideas
- Consumer Referrals from more than 1 million visitors to the site/year
- Business Academy Training
- Industry Magazine
- 10 years digital archived magazines
- Free Classifieds Adverts
- Free Recruitment Adverts
- Supplier Offers and Deals



Feedback forms

Please complete feedback forms and hand to reception on your way out – we must have these as evidence of attendance and for you to receive your CPD certificate (this will be posted to you)



Aesthetic Challenges and Solutions

Hours worked/week/practitioner

X

Average profit/hour

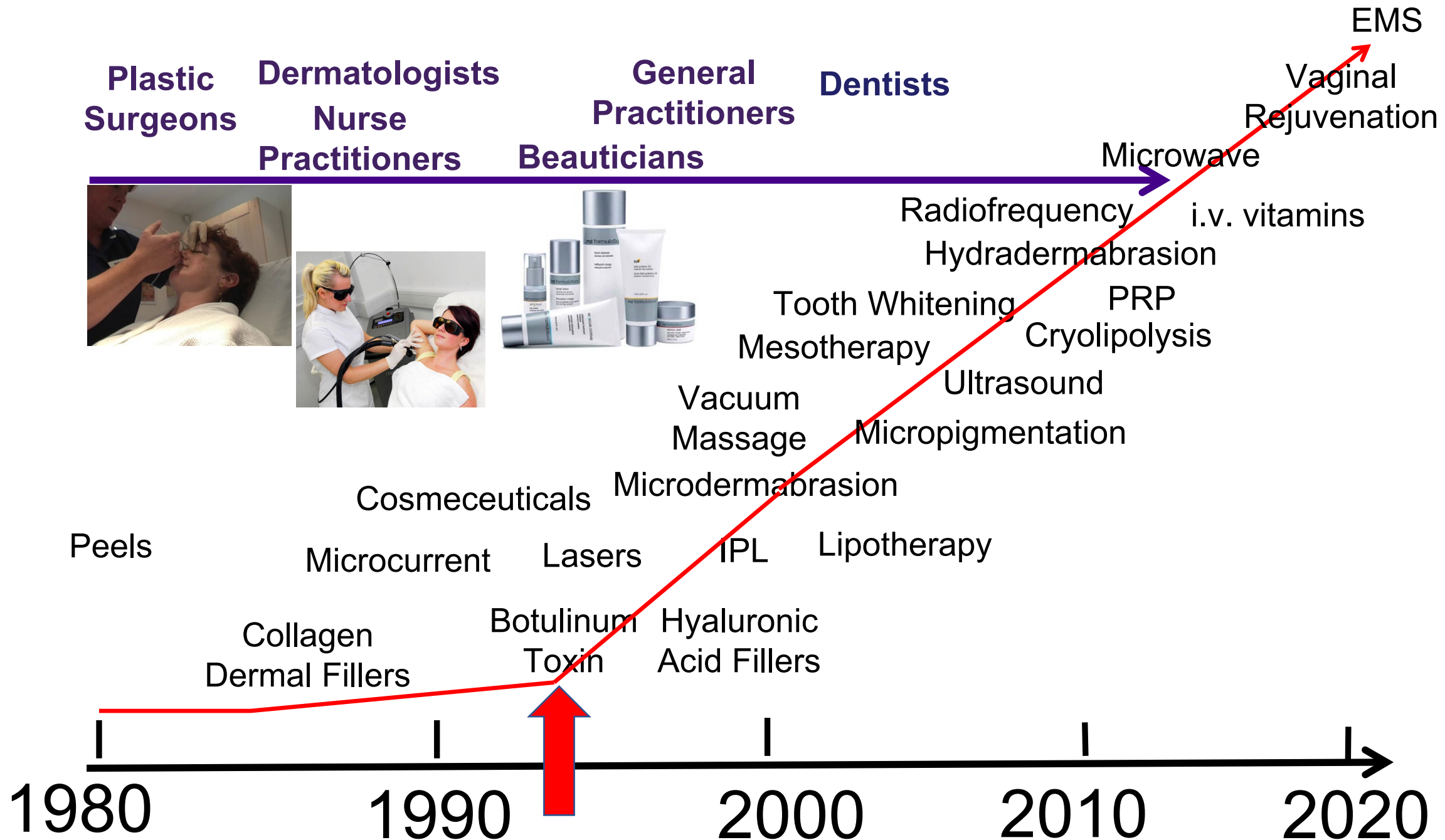
There is a ceiling in capacity & profit

3 Biggest Issues for Practitioners/Clinics/Salons

- It wasn't as easy to make PROFIT out of "X" as the rep said it was!
- I struggle to increase prices
- I can't get a return on my marketing spend

Clinics/Salons can be busy but.....

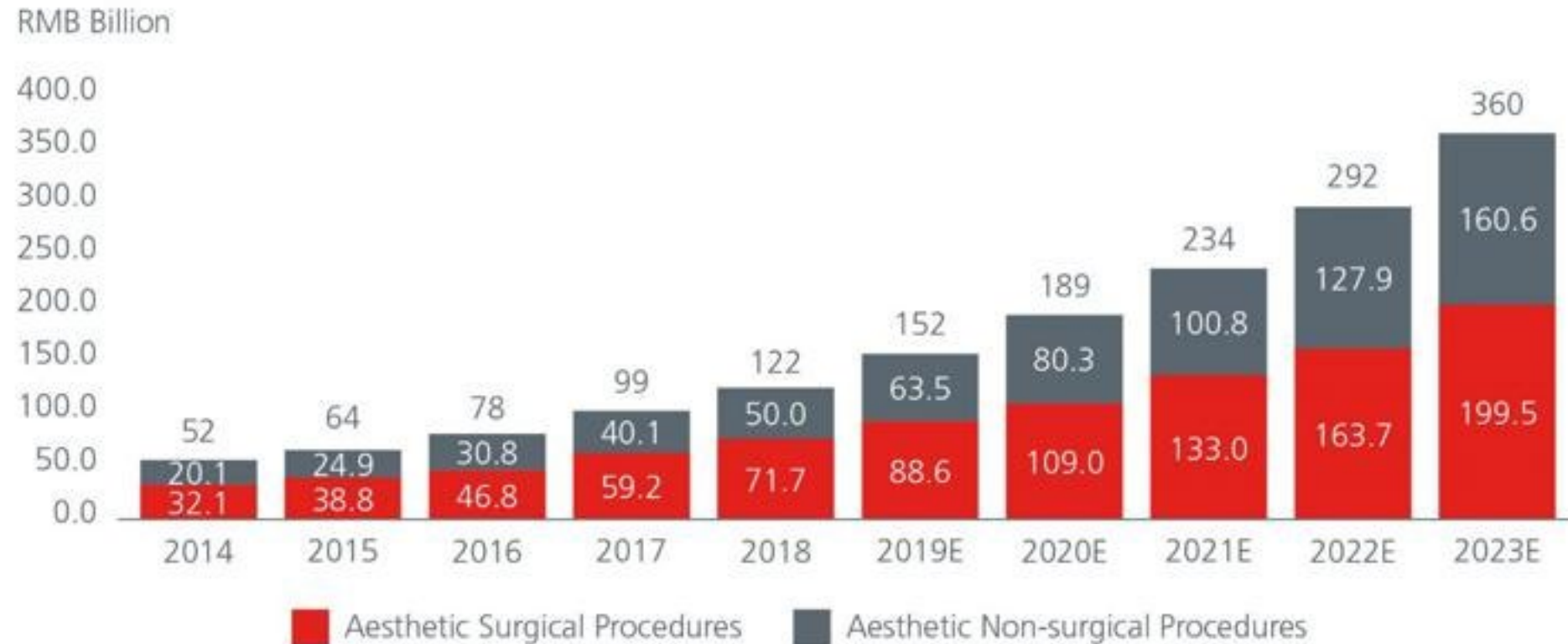
.....still not have enough consistent profit (drawings) and time away from the business (holidays) as owners want



“Aesthetics” - Multiple Markets Lumped Together

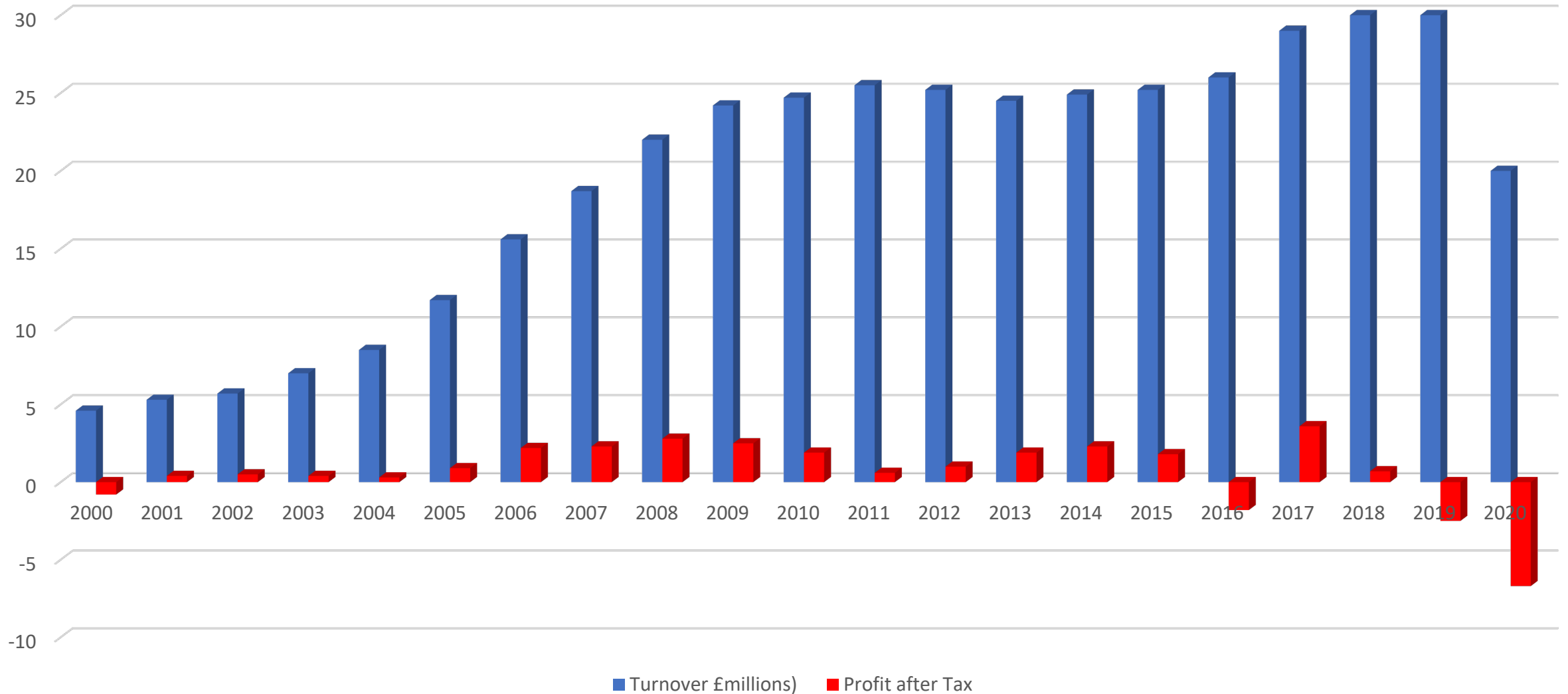
- Hair Problem
- Skin Problem
- Body Shape Problem
- Teeth Problem?

“LUCRATIVE” Market



Source: Frost & Sullivan, 2019.

sk:n – Not a simple Business to Grow



To be Successful you have to Navigate Multiple Challenges

- Consumer expectation vs reality
- Supplier variation in product efficacy/safety and service support
- Multiple market segments with little data re potential
- Some segments seen by practitioners and consumers as “commoditised”
- **Capital Investment/Risk**



PICOSURE®/

The world's first picosecond aesthetic laser-optimal wavelengths for treating pigmentary conditions and overall skin revitalisation, with the added capability of tattoo removal.

[REQUEST MORE INFORMATION](#)

Didn't live up to claims?

Dermatologist claims laser tattoo removal tool is fraud, brings class action vs Mass.-based maker

PARTNER DEVON BRUCE FILES CLASS ACTION OVER TATTOO REMOVAL MACHINE

POWER ROGERS, LLP | Aug 6, 2015



Attorney **Devon Bruce** of Power Rogers has filed a class action lawsuit that accuses Cynosure of false advertising relating to its purported tattoo removal machine *Picosure*. Cynosure sold the machines to dermatology and tattoo removal practices across the country beginning in 2012 when it was approved by the U.S. Food and Drug Administration.



Cryolipolysis zeltiq
slimming body...

£5,636.81

DHgate online store
\$7,614.22 + tax



Cryolipolysis Fat
Freezing Device...

£5,413.44

DHgate online store
\$7,312.50 + tax



Criolipolisis Fat
Freezing Machine...

£1,017.68 ~~£1,226~~

DHgate online store
\$1,374.69 + tax



Cool tech fat freeze
machine...

£4,359.13

DHgate online store
\$5,888.33 + tax



Professional
Cryolipolysis Fat...

£1,115.08

DHgate online store
\$1,506.25 + tax

MailOnline

'I am brutally disfigured': Model Linda Evangelista, 56, claims she's been 'permanently deformed' following rare side effect to cosmetic procedure - and reveals she is suing doctors after being left an 'unrecognisable recluse'

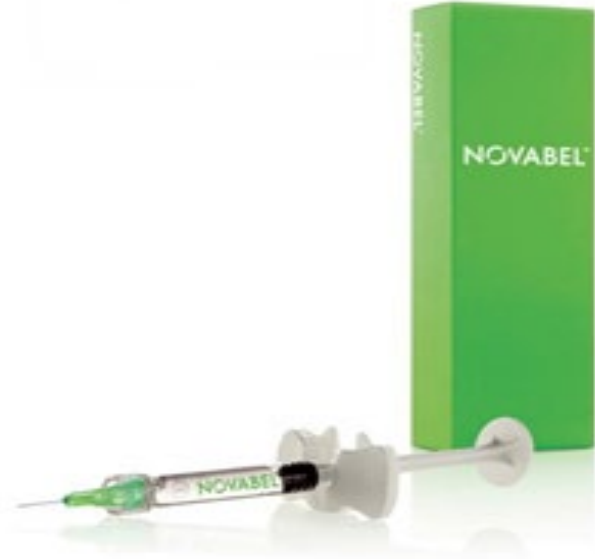


Multiple Examples in Injectable Sector


isolagen
The Science of Living Cells

EVOLENCE™

 **Laresse**™
DERMAL FILLER



SOLUTION – More Thought Before You Buy!

- Is this going to add or detract from your current model?
- Do you really understand the FINANCIAL MODEL (including marketing required) and the real potential IN YOUR AREA
- What efficacy/safety data does the company have?
- What support (including real marketing support) do they offer?

MASSIVE – Price DEFLATION

Black Friday
**BANK YOUR
BOTOX**
20% OFF
ONE DAY ONLY

Buy it now, use it later!

Offer applies to in-office purchases & telephone orders

Valid 11/25/15 only when you mention this deal

Your Daily London Groupon | Add "noreply@r.grouponmail.co.uk" to address book.

GROUPON



Your daily deals for London | 20.09.2021

ODEON
Two tickets for £11
Five for £25
No Booking Fee



Buy Tickets

Featured Deal



Soprano Ice Laser Hair Removal
Elite Skin
£270 **From £79**

View it!

Including
ODEON
Up to 30% Off Local
Code **BELEAF**
ENDS TONIGHT!
Exclusions may apply. More details on
groupon.co.uk/FAQ



Laser Hair Removal
treatments now
on promotion

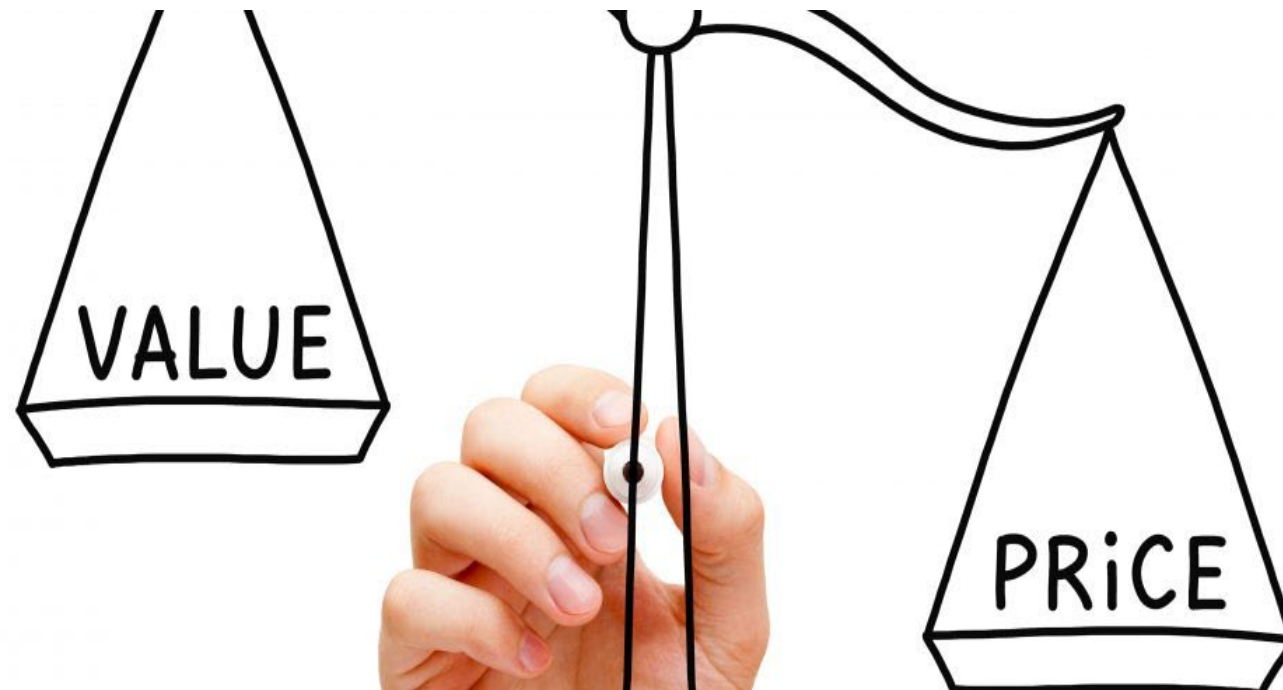
Female Brazilian
& Underarms

£**22.05*** (was £49)

*Prices reflective of purchases of 10 or more treatments, compared to RRP

SOLUTION - Raise Your Prices by INCREASING perceived value

Increase perceived VALUE



Marketing Spend Return

- Digital marketing getting more expensive
- Poor copy/offer
- Poor lead nurture
- Poor follow up
- No testing and monitoring of cost/lead and cost/customer acquisition

SOLUTION – CLARITY around Strategy

Retention Based

- Botulinum Toxin
- Dermal Fillers (non-permanent)
- HydraFacial & Retail Skincare

Protocol Based

- Laser Hair Removal
- Laser Tattoo Removal
- Mole/Skin Tag Removal
- Vascular/Pigmented Lesions
- Body Contouring

Spend less money on marketing!

Managing the Numbers

